



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTALNV OF ENREPRENEUSHIP (ENT300)

ROYAL BORNEO BIRDS NEST

PREPARED BY:

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DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

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Thank you,

Truly,

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13 September 2014

Faculty of Plantation and Agrotechnology

UiTM Teknology MARA Sarawak

INTRODUCTION

- **Name of Company** : Royal Borneo Bird's Nest

- **Nature of Business** : Bird's nest collecting and selling

- **Industry Profile** : Our business is owned actively by partnership, named as Royal Borneo Bird's Nest. Our business provide bird's nest for traditional purpose as healthy food consumption.

- **Location of Business** : No 11/267 Kampung Wawasan,94650 Kabong, Sarawak.

- **Date of Business Commencement** : Our business will begin to operate in 1st June 2019.

- **Factors in Selecting the Proposed Business** : We choose this business because it's make high profit and can expand future expectation. Besides that we can promote healthy life style to community.

- **Future Prospect of the Business** : This business has bright future prospects. In many years to come, we expect our business to expand to the international level. In addition, our vision is to be the main exporter of Swiftlet Birds Nest in asia.

MARKETING PLAN

PRODUCT DISCRIPTION

In Royal Borneo Bird's Nest, we provide and supply bird's nest to costumer and wholesaler. There are many grade of Bird's Nest we provide. Generally, bird's nest can be classified into 6 categories: Whole Bird's Nest, Bird's Nest Strips, Bird's Nest Edges, Bird's Nest Filament, Bird's Nest Biscuit and Bird's Nest Fragment.

Whole Bird's Nest: Is the complete cup-shaped bird's nest which is the best grade of bird's nest. The shape is large and full, with a high density of fine fibers, just like the original 180° angled nests built on the wooden board on the swiftlet farm. Whole Bird's Nest can be divided into different grades according to the size and the completeness of the cup-shapes. Whole Bird's Nest in complete cup-shape that is large, clean, and pure in colour and has minimal impurities is top grade.

Bird's Nest Strips: Some of the Whole Bird's Nest get broken during the process of picking feathers, packaging or transportation and becomes an incomplete cup-shape. These broken pieces of Whole Bird's Nest are Bird's Nest Strips. The texture is not as good as Whole Bird's Nest but the nutritional value is the same. Since it's not in complete cup-shape, the price is lower than Whole Bird's Nest.

Bird's Nest Edges: These are the horny bases which support both ends of the nest. It is most concentrated areas of swiftlet saliva, thus harder and requiring a longer time to soak.

Bird's Nest Filament: Bird's Nest Filament refers to Bird's Nest Strips that are smaller and thinner in size.

Bird's Nest Fragment: Small pieces or fragments of bird's nests that get broken during the processes of cleaning right down to packaging are normally used to make Bird's Nest Biscuits.

Bird's Nest Biscuit: Bird's Nest Biscuit are shaped in a cup-shape mold using Bird's Nest Strips, Bird's Nest Thin Strips and Bird's Nest Fragment. The prices of Bird's Nest Biscuits are relatively lower.

Royal Borneo Bird's Nest S.W.O.T Analysis

Strength.

1. Our company provides a product which has good and high quality of nutrition.
2. We produce the Halal product that has been approved by JAKIM.

Weaknesses

1. Our business is a newly develop company, so customers doesn't know about our products.
2. We needs to compete with other competitor that have been strongly develop.

Opportunities.

1. We can our expand our business by sending to more retailers and export to the outside of the country.
2. We can spread our business into many pharmacy in different states.

Threats.

1. Entry of competitors that will sell the same product which offer in a lower price.
2. Bird's nest price will drop.